

**Remarks of Mayor Thomas M. Menino**  
**ICSC New England Idea Exchange**  
**July 18, 2006**

Thank you, David [Sweetster]. It's my pleasure to welcome you all to Boston.

Boston is a great city – to live and to visit, because we have it all: The history, the people, the culture. Boston is America's Walking City, rich in history and culture, with great parks and fine restaurants. And as a seasoned shopper I can tell you – the retail shopping is fabulous.

I hope over the next several days you will have the opportunity get out and explore our city. Walk along the Freedom Trail or take a ride on the Swan Boats. And be sure to explore our neighborhoods. I'll talk more about Boston's neighborhoods in a few minutes.

What really makes Boston special, however, is the people. Our residential population is made up of a healthy mix of life-long residents, immigrants, and transplants from other cities.

Almost 600,000 people live in Boston, and that population doubles every day as workers enter the city from throughout the region. One in three Boston residents is between the ages of 20 and 34, and they collectively spend \$3 billion annually.

The incredible attractiveness of our city is rooted in our proven ability to partner with the business community. Right now, our City has \$12 billion worth of development in our pipeline.

One way we are trying to attract new development is through aggressive marketing. Since January, I have traveled to Philadelphia, Las Vegas, and Chicago, telling the nation's retail, convention, and high-tech communities about the opportunities that await them here in Boston.

The response has been fantastic. And for the first time at these conferences, I noticed a difference in how Boston is perceived. I didn't have

to “sell” our city. These companies have already decided – they’re coming to Boston! It’s only a matter of when and how.

After all, what other city has an emerging neighborhood like the South Boston Waterfront, where businesses can build to suit?

Our vision of a vibrant South Boston waterfront is now being realized, and soon we will see a new district emerge, activating the waterfront to its fullest potential. New residential, office, retail and hotel uses are planned. The new state-of-the-art Convention Center has booked a record 240 conventions and tradeshow. In fact, the BCEC just landed its biggest convention ever – 30,000 people. And the new Westin Boston Waterfront Hotel will only strengthen its competitive edge.

Our centerpiece for South Boston is Fan Pier, located just down the road, where plans are moving forward for 3,000,000 square feet of office, residential units and retail space, a five star hotel, world-class restaurants and a 6-acre marina. And the Institute of Contemporary Art – Boston’s newest icon – opens in September.

The same excitement is being felt in Downtown Crossing, where a public-private partnership is helping to revitalize the popular shopping district.

With over 500 national and international retailers who occupy almost 2,000,000 square feet of retail, Downtown Crossing attracts more than 100,000 professionals, commuters, college students and tourists every day. But we believe that Downtown Crossing can do even better.

The City has committed \$500,000 in capital improvements to fund everything from wireless internet access to new benches and hanging plants. The Boston Redevelopment Authority has committed \$200,000 to create a streetscape improvement plan. And we’re hoping to raise an additional \$400,000 in private funds from area businesses.

I’ve worked hard – along with the staff of the Boston Redevelopment Authority – to bring more housing downtown. Our goal is to double the downtown residential population to 60,000 in the next ten years, making Downtown Crossing the city’s next 24-hour neighborhood.

The development of the Rose Kennedy Greenway will further enhance downtown Boston's appeal as a residential, shopping, and tourist destination. And the City's Crossroads Initiative will provide streetscape improvements to 12 key thoroughfares that provide critical connections within Boston's walkable downtown, strengthening connections among the Greenway, the surrounding neighborhoods, and Boston Harbor.

Our revitalization efforts are not limited to downtown, however. Just look at the Dudley Square section of Roxbury. With 58,000 residents living within just one mile, and 17,000 commuters traveling to the neighborhood daily, this community is fast becoming a retail destination.

In fact over the last seven years, the City of Boston has leveraged nearly a quarter of a billion dollars in public and private investment in the Dudley Square.

The City is in the process of acquiring Dudley's historic Ferdinand Building, adding 1,200 jobs and generate an additional \$2.3 million in spending. And by relocating a number of city agencies to the Ferdinand Building, we will bring more than 1,000 professionals into Dudley Square every day.

The bottom line is that Boston is a good investment. With its strong neighborhoods, vibrant downtown, and young, diverse population – Boston is brimming with new opportunities. Come be part of our success story. You'll be glad you did.

Thank you all for inviting me to join you here today. Enjoy the conference—and your visit to our fabulous city! Thank you.